

Message Text

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PAGE 01 STATE 046899
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

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EUR/RPE/RLAMANTIA(INFO)
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R 231741Z FEB 78
FM SECSTATE WASHDC
TO AMEMBASSY BRUSSELS
INFO AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMCONSUL ANTWERP

UNCLAS STATE 046899

E.O. 11652: N/A

TAGS: BEXP, BE, NL, LU, FR

SUBJECT: BELGIUM COUNTRY COMMERCIAL PROGRAM: FIRST QUARTER
FY'78 WCAG REVIEW

REF: BRUSSELS 00311

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR THE
BENELUX COUNTRIES MET ON FEBRUARY 7 TO REVIEW THE POST'S
FIRST QUARTER REPORT ON THE FY'78 CCP. WCAG IS GENERALLY
PLEASED WITH THIS REPORT.

2. IN REPOSE TO CCAG QUESTIONS REGARDING MARKET
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RESEARCH PROGRAM:

CAMPAIGN 1 - METALWORKING AND FINISHING EQUIPMENT
(REFTEL, PARA. 1) - MINI-STUDY DUE MARCH 1978 IN LIEU
OF CMS ORIGINALLY STATED IN CAMPAIGN 1, ACTION 3.

CAMPAIGN 5 - EIPT - GMS RESEARCH WAS COMPLETED IN NOVEMBER

1977, HOWEVER DUE TO CHANGE OF SCHEDULE AND FORMAT FOR GMS RESEARCH, SURVEY WILL NOT BE PUBLISHED AT THIS TIME.

ACTIVITY 8 - BUSINESS EQUIPMENT AND SYTEMS -

OPERATIONS RESEARCH STUDY PLANNED IN SUPPORT OF SEPTEMBER 1978 CATALOG/BIO EVENT IN BRUSSELS, IN LIEU OF GLOBAL MARKET SURVEY FOR BELGIUM.

3. DESPITE ABSENCE OF OFFICER RESPONSIBLE FOR VISIT USA CAMPAIGN, BELGIUM GENERATED 45,000 VISITORS DURING 1ST QUARTER FY'78, AN EXCELLENT RESULT. WCAG BELIEVES POST WILL CONTRIBUTE TO EVEN BETTER RESULTS LATER IN FY'78 WHEN USTS OFFICER RETURNS FROM TDY. USTS MANAGEMENT VERY PLEASED WITH POST ENTHUSIASM. VANCE

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Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
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Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
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Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Original Handling Restrictions: n/a
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Review Media Identifier:
Review Release Date: N/A
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Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: BELGIUM COUNTRY COMMERCIAL PROGRAM: FIRST QUARTER FY'78 WCAG REVIEW
TAGS: BEXP, BE, NL, LU, FR
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Review Markings:
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